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ISTC news

Shape the National Standard for Technical Communication

By Simon Butler FISTC ISTC President

I have recently been talking with BSI British Standards about producing a National Standard for Technical Communication in the form of a Publicly Available Specification (PAS). These talks come after BSI approached the ISTC on this topic.

The standard will take into account the National Occupational Standards which were developed some time ago, and inject their content into a national consensus process. This will ensure that employers nationwide have a specified training and accreditation regime providing a clear pathway for the scientific and technical communication industry at all levels.

A PAS is a document based on consultation with wider industry stakeholders over six to nine months. It is a decisive step forward for the ISTC, drawing on nationally recognised BSI methodology which is founded on national consensus, independence and proven success in national and international standards for more than 100 years.

Producing this PAS will give the ISTC greater opportunity to fulfil its mission, which is ‘to set and improve standards for communication of the scientific and technical information supporting products, services and business.’ Producing the PAS will also enable us to ensure that the standards meet the requirements of our industry partners and other stakeholders.



Photo: Simon Butler

The ISTC is the United Kingdom’s professional association for technical authors, technical illustrators, and information designers.

ISTC Office: Airport House, Purley Way, Croydon, Surrey CR0 0XZ

Tel: +44 (0)20 8253 4506

Fax: +44 (0)20 8253 4510.

Email: istc@istc.org.uk

Web: www.istc.org.uk

This monthly Newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus⁺* aims to cover anything of interest to the profession. To subscribe, contact the Office.

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Events: [Events Editor](#).

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If you’re reading a printed copy of this newsletter, go to www.istc.org.uk/Publications/Newsletter/newsletter.htm and open it on-line to explore the links mentioned.

As there is a financial cost involved in producing this PAS, I would like to invite all stakeholders (companies or individuals) who wish to be involved in this project to express their interest, in the first instance, to me: president@istc.org.uk.

Call for Papers: ISTC Conference

If you have visited the ISTC website recently, you can't have failed to notice that the ISTC Conference this September is taking place in Nottingham. If you have something you want to share with your fellow technical communicators and feel it would make an interesting presentation at the conference, please get in touch.

The theme of this year's conference is 'Past, Present and Future', so whether you are feeling nostalgic, are grounded in the present or have an eye to the future, the subject will be relevant. For further information either visit the conference page on the website or contact Alison Peck: alison@clearly-stated.co.uk.

Celebrating 40 years of Communicator

By Marian Newell FISTC

The Autumn 2008 issue in September will mark the 40th birthday of the ISTC's quarterly journal, *Communicator*. It was launched by the Institute of Technical Publicity and Publications (ITPP), one of the organisations that amalgamated to form the ISTC in 1973. We plan to mark this event with an article accompanying the publication of Emma Bayne's history of the ISTC. I'm open to other ideas for celebrating



The front cover of *Communicator* in 1968

four decades of continuous publication, so please get in touch with your suggestions.

Discussion Group members recently responded to a request I posted for their nominations for Room 101 candidates. A compilation of the nominations will be published in the Summer 2008 *Communicator*. A similar compilation of reminiscences about the journal might work well. They need to be punchy and specific, with an element of humour obviously welcome. We would then edit and compile the feature, sending a proof to the contributors to ensure that they were happy with the result.

As always, you can reach me at journal.editor@istc.org.uk.

Newsletter house style published

InfoPlus⁺ has published new guidelines for contributors and the newsletter's editorial team. The new House Style for *InfoPlus*⁺ and Contributor Guidelines for *InfoPlus*⁺ are now available for download on the ISTC website at <http://www.istc.org.uk/Publications/Newsletter/newsletter.htm>. The two documents will help the editorial team better ensure consistency as well as an even higher level of editorial quality.

Awards deadline extended

You now have until 31 July 2008 to enter the UK Technical Communication Awards. Details, rules and entry forms are available from the ISTC website. Don't miss this opportunity to raise your profile within your organisation and your profession.

Hyperlinks disclaimer

The appearance of external hyperlinks does not constitute endorsement by the ISTC of the linked websites, or the information, products or services contained on those sites. All external hyperlinks were accurate and working at the time of writing. However, the ISTC does not exercise any editorial control over the information you may find at these locations, so the ISTC cannot be responsible for changes to content found at these locations or any material on those sites that may be inaccurate, misleading or offensive to you.

All links are provided with the intent of meeting the mission of the ISTC and its Newsletter, and the ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site.

Please let us know about existing external links which you believe are inappropriate or inaccurate and about specific additional external links which you believe ought to be included.

Forging relationships with fellow associations

The ISTC is developing stronger reciprocal relationships with a growing number of organisations to increase the benefits it can offer you, its members.

The European Association of Science Editors (EASE) is one of them. EASE was formed 25 years ago from the amalgamation of the European Life Science Editors' Association and the European Association of Earth Science Editors. Joan Marsh, Vice President of EASE, explains: 'Despite the name, our membership is worldwide, coming from around 50 countries at present, and cuts across many disciplines and trades, including journal editors, commissioning and authors'



Photo: Joan Marsh

editors, academics, translators, publishers, web and multi-media staff, indexers, science writers and technical illustrators.' Like ISTC, EASE is working to build partnerships with

sister organizations and to create a broader learning community committed to excellence in scientific communication.

EASE publishes a quarterly journal, *European Science Editing*, which features articles related to science and editing, book and web reviews, regional and country news and resources. It also publishes the *Science Editors' Handbook* which contains chapters on topics specifically relevant to science editing, as well as covering everything from on-screen editing to office management, peer review, and dealing with the media. In the form of a loose-leaf binder, it is constantly added to and updated. Last year, we published a statement on the inappropriate use of Impact Factors, which has been widely circulated.

EASE's triennial conference provides a stimulating forum for discussion and networking. The next one will be held in Pisa, Italy 16–19 September 2009 on Integrity in Science Communication. EASE is also organising a series of events linked to the European Science Open Forum in Barcelona in July this year.

Please visit EASE's website www.ease.org.uk to find out more about the association's activities, including its active Forum, which is open to non-members.



New publishing solution at ABX Air

Stilo International has been working with leading aircraft operator ABX Air to develop a high performance, digital publishing solution for aircraft fleet maintenance technicians. This customised solution, known as JETView, is expected to deliver annual cost savings of US\$90,000 and improve the quality of the company's aircraft data.

'When we embarked on this project, we needed a low cost, quality replacement for our legacy system,' says Dennis Manibusan, Senior Vice President of Maintenance and Engineering, ABX Air. 'We selected Stilo because their philosophy towards simplicity, economics and quality matched with ABX Air in the development of JETView.'

Working closely with ABX Air, Stilo's content engineering specialists designed and built a customised online digital publishing solution, using Stilo's OmniMark content processing platform. This scalable

technology provides a single, integrated environment for processing and delivering content to multiple users on demand. The project involved aggregating content from multiple sources and making it readily accessible to users via an intuitive, browser-based interface.

Now fully operational within the business, JETView enables ABX Air's technicians to:

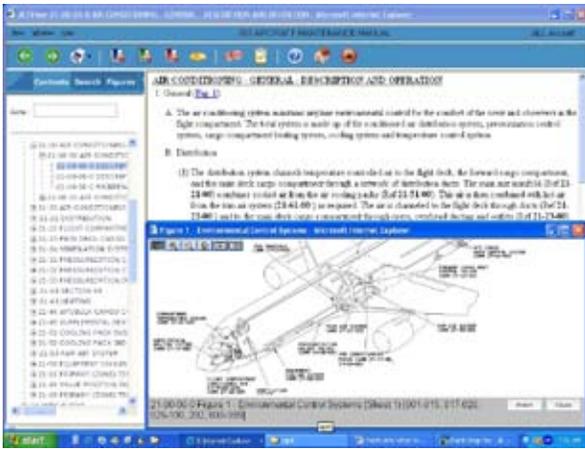
- Quickly find the precise information that they need from vast quantities of highly technical data
- Access parts information and aircraft specifications 24 hours a day
- Constantly expand the volume of data in the technical library without any negative impact on performance
- Make data updates whenever necessary to ensure that the library is complete and accurate at all times

Previously, ABX Air used an external publishing service to supply it with maintenance information for each aircraft. This service was expensive and only accommodated scheduled updates. As a result, the information used by aircraft technicians was not always as up-to-date and as accurate as it could have been.

'Using JETView, we can update our technical documentation as soon as new information becomes available,' explains Jim Guy, Supervisor Maintenance Information, ABX Air. 'We are able now to reduce the time required to integrate original equipment manufacturer (OEM) changes from three weeks to a few minutes.'

In light of the benefits that ABX Air has experienced with JETView, ABX Air and Stilo have entered into an agreement to market the solution to other airlines. Under the terms of the joint venture, ABX Air will take primary responsibility for marketing and selling the solution. Stilo will earn revenues from each new sale and will offer a range of complementary technical support services.

A promotional graphic for Ovidius. It features the Ovidius logo (the word "OVIDIUS" in a blue sans-serif font next to a blue circle with a white right-pointing arrow) in the top right. On the left, there is a small image of an industrial tower against a blue sky. Below the logo, the text "Manage variants in XML content" is written in a bold, black font. Three bullet points, each with a green arrow, describe the service: "Produce content for different audiences from one single XML or SGML source.", "With TCToolbox, our XML based CMS, you can easily create documentation customised for a specific customer.", and "Get our free **whitepaper** 'Divide & Conquer - Managing variants in XML' by sending an e-mail to variants@ovidius.com or call our UK office: +44 (0) 1785 284984." At the bottom right, the website address www.ovidius.com is displayed in a bold, black font.



Delivering personalised product-related documentation

Supplier of products and solutions for renewable energy generation, Gamesa, has expanded its current implementation of the PTC Product Development System (PDS) to cover the creation, management and publishing of product-related documentation. With Abortext, PTC's product information delivery software, Gamesa will now be able to produce high quality and more effective documentation in less time.

With more than 7,000 employees worldwide, the group headquartered in Vitoria, Spain, develops, manufactures and installs wind turbines as well as builds complete wind farms for customers in Europe, the US and Asia. Operating and maintaining these installations require an enormous amount of personalised documentation, which is complex to maintain and update. The delivery of accurate and high quality tailored technical publications, in a timely and cost-effective manner, is a key factor for Gamesa to meet its customers' ever increasing expectations.

Gamesa has been a longstanding customer of PTC and uses Windchill to manage and control all product information which, in the

case of Gamesa, is originated by a variety of CAD systems. With this investment, Gamesa has added another integral component of the PDS, Arbortext, so that the company can now manage all product-related documentation in an integrated manner. This will ensure the consistency between the product data and the associated technical documentation required today in Gamesa's business, placing the company in a better position to face continuous change and drive product innovation.

'JETView emerged from the process wisdom of ABX Air and the technology and content knowledge of Stilo,' says Joe Gollner, VP Content Processing Solutions, Stilo. 'The solution provides an affordable and effective mechanism for putting up-to-date digital manuals in the hands of aircraft technicians. We believe that there is a strong market for JETView and look forward to working closely with ABX Air to capitalise on all potential sales opportunities.'

JETView is available immediately.

For a full list of the ISTC's current Business Affiliates, see www.istc.org.uk/Business_affiliates/ba_home.htm.

You can read more about the scheme at www.istc.org.uk/Membership/business_affiliates.htm.

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Industry news

Computing features our profession

By Dr Mike Unwalla FISTC

The latest issue of *Computing*, a weekly UK professional IT newspaper, has published an article about technical documentation. The article appears in the print version and the online version. See *Dodgy user manuals are a waste of time and effort* on www.computing.co.uk/computing/analysis/2218800/dodgy-user-manuals-waste-effort-4052869.

Paddling on Writer River

By Gordon McLean MISTC

The Internet is full of diversions and sometimes finding good quality information can be hard. Searching can still be a bit hit or miss. It can be almost impossible to know where to find quality information due to the sheer number of websites available. Wouldn't it be nice if there was a website that helped point out good quality, thought-provoking articles and blog posts? Better still, wouldn't it be great if you could access an up-to-date list of articles recommended by your peers?

It was thoughts like these that led the unstoppable Tom Johnson (www.idratherbewriting.com) to create a new website called *Writer River* (www.writerriver.com). The idea is simple, and those familiar with DIGG.com will recognise it straight away. Articles are submitted to the website and added to a pool of upcoming stories. Members then vote on these stories, with five votes being enough to float the story up and on to the front page. This approach harnesses the wisdom of the crowd to push the best stories upstream — ok, I'll stop with the water metaphors.

Essentially WriterRiver.com is a social news site that focusses on the technical communications industry. Anyone can join, submit an article and vote on the other submissions.

It's still early days but WriterRiver.com already looks as though it will become an excellent resource; a reliable and up-to-date listing of interesting and informative articles from all the diverse areas of our profession and, best of all, the more people that join the better it will become.

McNeil Multilingual changes name

Provider of technical translation services and business communications, McNeil Multilingual, has rebranded the company to Translations International Inc. (TIINC).

Since its formation in 2000, McNeil Multilingual has experienced exceptional growth under the leadership of CEO Suraj Singh. McNeil Multilingual was acquired by Translations International in 2007 and has operated under the McNeil trade name for the past year while the TIINC brand was developed. Along with the name change, Translations International has launched a new corporate website (www.TIINC.com) to support the rebranding initiative.

Present a paper at LISA Forum Europe

The Localization Industry Standards Association (LISA) invites you to submit speaker and topic proposals for the LISA Forum Europe 2008 to be held in December in Dublin. You can make proposals at www.lisa.org/SpeakerProposal.812.0.html.

The LISA Forum Europe will concentrate on the business impact of not operating with standards in the globalisation industry. Multiple tracks, case studies and end-user

presentations will focus attention on the executive issues, skill sets and business challenges associated with implementing standards to meet worldwide customer requirements.

To consult a list of forum topics, visit www.lisa.org/Dublin.613.0.html.

Enter the Axiom Business Book Awards

Michigan-based book publishing and marketing services company Jenkins Group is calling for entries for The 2009 Axiom Business Book Awards. These annual awards bring recognition to exemplary business books and their creators. You can download entry guidelines and register online: www.axiomawards.com/entry.php.

There is also an early-bird entry fee on offer until 15 July. This year's book awards program will accept entries until 24 November for books with 2007 or 2008 copyrights or that were released in 2007 or 2008. The contest is presented by Jenkins Group, which has operated the popular Independent Publisher Book Awards contest since 1996.

Junior Technical Author to £35k

To fill a new role in a small but expanding department based in Langley, Berkshire. Codian provides the highest quality video-conferencing equipment in the world, has a reputation second to none and is part of TANDBERG, the largest provider in this growing industry. You will be required to write online help, FAQs and printed documentation (such as tutorials and release notes) for our network infrastructure products that is clear, concise and accurate. We work in HTML, FrameMaker, RoboHelp, Acrobat and Office products and a working knowledge of some of these is required.

While previous experience with video conferencing is not required, you must enjoy a technical challenge. You will be a graduate from any discipline but ideally also have a qualification in or associated with technical writing; this may be at post-grad level but we will also consider training provided by a company associated with the ISTC. A newly qualified author or one with a few years experience is of equal interest.

Codian was the second fastest growing IT company in the UK in 2007 according to The Sunday Times Tech Track 100 survey. It provides an excellent working environment with many benefits, and one in which individual contribution is valued and opinions matter.

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Blog news

Past and present

By Gordon McLean MISTC

Believe it or not but most bloggers don't spend all day and night in front of their computers and, as summer has finally arrived, there has been a noticeable downturn in blogging productivity. However, that does give me the opportunity to highlight some excellent blog posts from Before Blog News (BBN) alongside a couple of recent finds.

Last month I featured a conversation about Web 2.0 but I'm aware that for many the benefits are still to be realised and, really, what is all the fuss about anyway? Over to Lindsay Robbins who asks [Why does web 2.0 matter?](#) She points out that there is a groundswell of change that is focussed on information, not just about how it is accessed and what we expect from how it is delivered, but around how the interaction between the information we produce and the people who use that information, is changing. There is still some way to go but it's starting to make some sense.

Next up, here is something for those considering a move towards an extensible

markup language (XML) based single source solution. While a lot of the focus around such a move is centred on the tooling and technology, Sarah O'Keefe reminds us to consider the poor souls who are facing a complete change of their view of the world. In her article, [Paradigm shifts are never pretty](#), Sarah outlines the pitfalls that may await you and your team as you shift from a desktop publishing focussed environment to an XML authoring system.

How do you communicate with your users? Alan Porter reminds us that [visual communication is still one of the best methods](#), although he loses points for the 'every picture...' quote. While not anti-writer, Alan makes some astute observations about how we can improve the way we convey information by switching away from text heavy documents.

And let's now take a quick trip down memory lane. Back at the start of the year I was lucky enough to find two posts by Sarah Maddox on being an agile technical writer ([part 1](#), [part 2](#)). If you are working in an agile software development environment they are worth a look and include some rather interesting suggestions.

Here are a couple of quick links to close. Firstly, Susan shares a day in the life of a

Quick links to the bloggers and their blogs

Lindsay Robbins:

forums.blackbaud.com/blogs/documentation/archive/2008/06/13/why-does-web-2-0-matter.aspx

Sarah O'Keefe:

www.thecontentwrangler.com/article/paradigm-shifts-are-never-pretty-advice-on-making-the-move-to-xml-authoring

Sarah Maddox:

ffeathers.wordpress.com/2008/01/20/the-agile-technical-writer

ffeathers.wordpress.com/2008/01/26/the-agile-technical-writer-ii

Alan Porter:

4jsgroup.blogspot.com/2007/08/should-tech-writers-be-writers.html

Susan:

www.shanghaitechwriter.com/2008/03/29/typical-day-as-a-technical-writer-at-ni-shanghai

Anne Gentle:

justwriteclick.com/2008/06/17/reading-lists-for-technical-writing

(Silly) Text Generator:

A technical writer for almost 14 years, Gordon has been blogging for more than eight. He monitors a large breadth of blogs covering most aspects of both technical communications and software development. You can download the full list of RSS feeds from his blog at www.onemanwrites.co.uk.

[Shanghai Technical Writer](#); Anne Gentle has published [a list of classic technical communications books](#) — maybe you can add to it? And, finally, if you are bored with Lorem Ipsum try this [text generator](#) instead (although be careful, you might get some funny looks).

That's all for now, I wonder what next month will bring?

If you spot anything that may be of interest to others let me know: blogs@istc.org.uk.

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Software news

Across and Plunet Cooperate

During the Localization World Conference in Berlin in June, Across Systems and Plunet announced that Plunet has developed a sophisticated interface between the two companies' flagship systems — The Across Language Server and Plunet BusinessManager. The interface further simplifies professional translation management and its administrative aspects.

The integration of these products helps improve control and processing of translation projects, collaboration with customers and subcontractors, as well as comprehensive administrative business organisation. For example, after processing a translation job with the Across Language Server, statistics are read into Plunet BusinessManager and linked to the information on activity units and pricing information stored there. Automatic price calculation and charges are always available with just a click of a mouse. The sophisticated interface for the Across Language Server is now available as an extension for all editions of Plunet BusinessManager.

Patent for Inmedius' electronic viewing system

Content management solution company, Inmedius, has been issued Patent Number 7,386,436 by the United States Patent and Trademark Office for its electronic viewing system technology. The patent, Viewing System that Supports Multiple Electronic Document Types, covers core technology relating to the methods used in displaying interactive electronic technical manuals (IETM). Using an IETM, enables users are able to locate information more quickly and easily than is possible with traditional paper-based publications.

Supporting multiple electronic document types and standards, such as S1000D, Darwin Information Typing Architecture (DITA), MIL-PRF-87269, and Air Transportation Association (ATA) iSpec 2200, the patented electronic document display technology is used across multiple Inmedius products and applications, including; Inmedius Publisher, Flexaview and S1000Dinteract. The technology will continue to be a cornerstone in future Inmedius viewing systems.

Tools and resources

Generating lists with FrameMaker

By Bill Stevens BSc MISTC

This is part two in Bill's practical FrameMaker tips series. It is the sequel to his article on *Centring graphics in a table with FrameMaker*, which appeared in the [June issue](#) of *InfoPlus*⁺

This month, Bill explains how to generate lists using FrameMaker version 7.1, but the tips are applicable to other versions too.

You can generate lists of:

- Imported graphics
- Unresolved cross references
- Fonts
- External cross references
- Text inserts
- Unresolved text inserts
- Condition tags

The following procedure describes how to generate a list of imported graphics. For other lists, adapt these instructions accordingly. You can generate lists either from a book file or from an individual file,

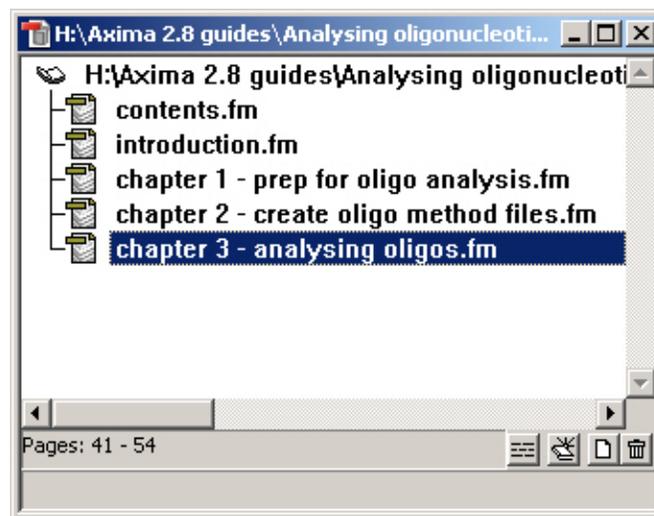
provided it is not part of a book file. These instructions are for a book file.

This procedure is based on instructions produced by Nick Rosenthal of Salford Translations Ltd.

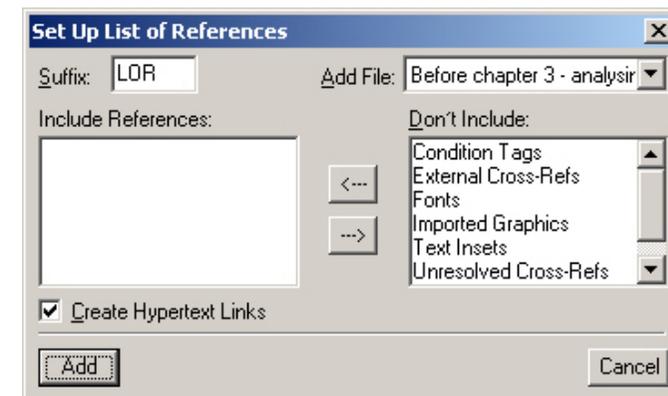
Generating list of external graphics

FrameMaker will produce a new file within your book. We will put this file at the end of the book for convenience. As a precaution, you may wish to work on a copy of your files.

1. Open your FrameMaker book file and select the last file:

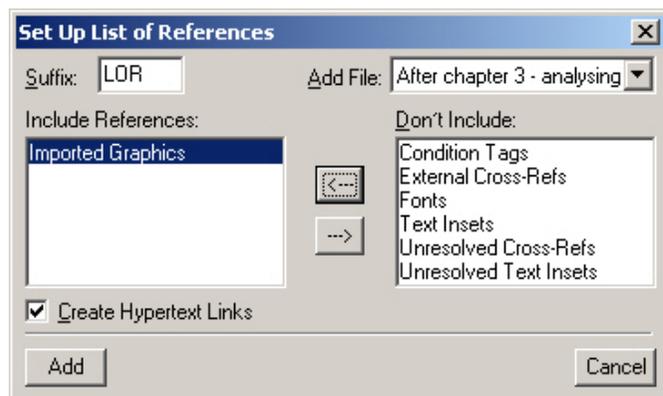


2. Select *Add => List Of => References* (from a stand-alone document, use *Special => List Of => References*).

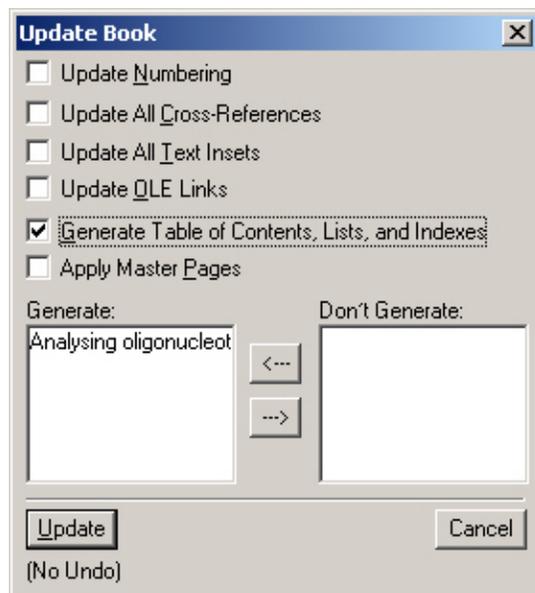


3. At the *Add File* field, set this to put the new file at the end of your book.
4. If you tick the *Create Hypertext Links*, you will be able to jump from the generated list straight to the graphic.

- From the right-hand pane, use the <= button to move to the left-hand pane the references that you want to generate:

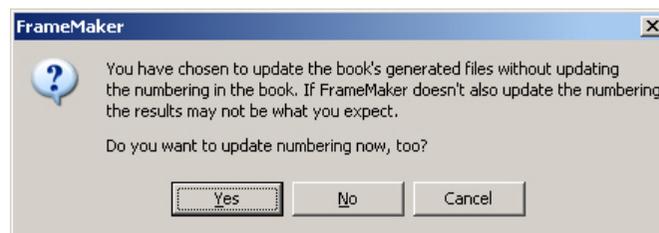


- Click the **Add** button; the **Update Book** window is displayed:

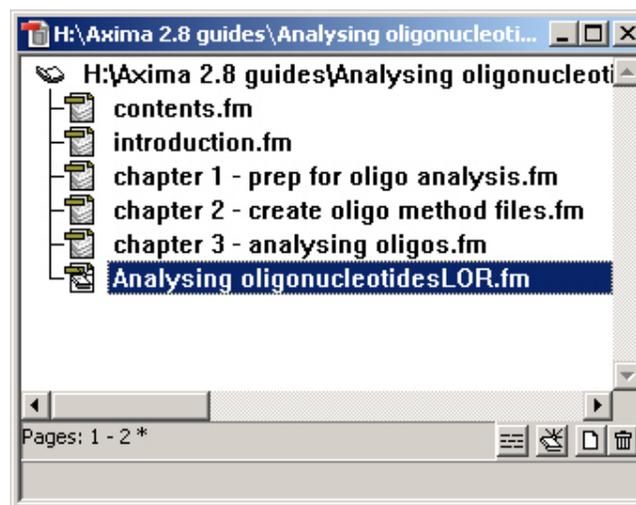


- In this window, ensure that you tick **Generate Table of Contents, Lists, and Indexes**. You may wish to remove any other generated lists to the right-hand pane (Don't Generate).

- Click the **Update** button; FrameMaker now warns you that you have not opted to update the book numbering:



- In this example, we do not want to update the book numbering, so click the **No** button; the list is now generated:



Using the generated list

If you open the new file, you will see a list of external graphics:

```

{./Images/oligo_qc_flow_chart.ai 5}
{./Images/oligo_qc_flow_chart.ai 8}
{./Images/peak_processing_oligo.gif @ 150 dpi 14}
{./Images/peak_processing_oligo_2.gif @ 150 dpi 14}
{./Images/peak_labels_oligo.gif @ 150 dpi 15}
{./Images/example_cal_spectrum_oligo.gif @ 150 dpi 16}
{./Images/calibration_oligo_1.gif @ 150 dpi 17}
{./Images/calibration_oligo_2.gif @ 150 dpi 17}
{./Images/calibration_oligo_3.gif @ 150 dpi 18}
{./Images/calibration_oligo_4.gif @ 150 dpi 19}
{./Images/calibration_oligo_5.gif @ 150 dpi 20}
{./Images/calibration_oligo_6.gif @ 150 dpi 20}

```

Each row shows you the path and file name of the graphic followed by the page number where the graphic is used. For gif files, the resolution is also given.

If you selected **Create Hypertext Links** in step 4, you can press **Ctrl-Alt** and click the required row to jump to where the graphic file is used.

More about lists

You can use the same procedure to generate other useful lists, such as:

- List of all fonts used in the book, with page numbers;

- List of all unresolved cross-references in the book, with page numbers.

There is also a variant on the List of References (LOR) – the Index of References (IOR) which is accessed using *Add => Index Of => References*. While the LOR gives you a page-by-page listing of, for example, every referenced graphic that is used on each page in turn, the IOR approaches the same issue from a different angle. The IOR lists all references graphics used in the book, listing each graphic file name once and giving a list of page numbers on which the graphic is used. Therefore, if a graphic file is used in several places in the book, it will be listed once in the IOR, with several page numbers after it. On the other hand, the same graphics file will be listed several times in the LOR, once for each page on which it occurs.

Bill Stevens BSc MISTC works for Kratos Analytical Ltd, UK, which is part of the Shimadzu Corporation. Bill uses FrameMaker to produce paper and online user guides for their mass spectrometry products.
Email: bill.stevens@kratos.co.uk.

Training news

Get 10% off Armada training courses

As an ISTC member you can get a 10% discount on all the Armada training courses in this newsletter.



Training courses

July

1–2 **Adobe Dreamweaver Introduction Course** 3

Learn how to create and manage web pages with Adobe Dreamweaver on this two-day course.

Mekon Creatives, Sutton

www.mekon-creatives.com/courses.cfm?course=dreamweaver_introduction&type=adobe

Listings are restricted to scheduled courses that are low cost or are in some way unusual. Listings are a service to members. A listing does not imply ISTC endorsement.

If you hear of any training courses that you think might be of interest to *InfoPlus+* readers, please contact the Newsletter copyeditor (newsletter.editor@istc.org.uk).

If you would like to promote your course or event to ISTC members, why not consider giving ISTC members a discount for courses and events listed in our newsletter. For more information, please email istc@istc.org.uk

Web Accessibility Training Course

This one-day course will teach you how to create accessible websites to broaden your customer base and comply with regulations, such as the The Disability Discrimination Act.

Mekon Creatives, Sutton

www.mekon-creatives.com/courses.cfm?course=web_accessibility&type=web

9, 10 Basic and Intermediate FrameMaker

For beginners and also those with some desk top publishing experience, this course provides a thorough grounding in FrameMaker skills for producing hard copy documentation.

Armada, Bromsgrove, Midlands.
www.armadaonline.co.uk/adobettraining

11 Advanced Adobe FrameMaker

This course teaches FrameMaker's advanced features when working in unstructured mode. It covers variables, books, contents, index and cross-references.

Armada, Bromsgrove, Midlands.
www.armadaonline.co.uk/adobettraining

11 QuarkXPress Editorial Training Course

If you need to be able to view, proof and edit QuarkXPress documents, this course is for you.

Mekon Creatives, Sutton
www.mekon-creatives.com/courses.cfm?course=quarkxpress_editorial&type=quark

22 Going Freelance and Staying There

This course covers legal requirements of setting up as a freelancer, strategies for making contacts, organising your work effectively, keeping to deadlines and coping with loneliness. It also discusses cash flow and how you can keep your work and home life separate.

Society for Editors and Proofreaders (SfP), London
www.sfep.org.uk/pub/train/courses.asp#oc5

25 On-screen Editing 1

This introductory and practical course teaches basic skills for efficient on-screen editing.

Society for Editors and Proofreaders (SfP), London
www.sfep.org.uk/pub/train/courses.asp#oc5

28 QuarkXpress to Adobe InDesign Migration Training Course

This one-day course is designed for experienced users of any version

of QuarkXPress, who would like to make an effortless transition to Adobe InDesign.

Mekon Creatives, Sutton
www.mekon-creatives.com/courses.cfm?course=indesign_migration&type=quark

August

8 Introduction to Adobe Captivate

This course for beginners, teaches how to create software simulations, demos and tutorials for your application.

Armada, Bromsgrove, Midlands.
www.armadaonline.co.uk/adobettraining

13 Create Interactive Forms in Seconds

This is the fifth 30-minute e-seminar in a series of six, which starts in July. This one shows you how to create interactive PDFs instantly.

Adobe, Online.
<https://events.adobe.co.uk/cgi-bin/event.cgi?eventid=6970&country=uk>

14, 15 Introduction to Adobe RoboHelp

This course teaches you how to use RoboHelp to create online help in most popular format and to produce hard copy guides in Word and PDF from the same project. It covers advanced features including templates, style sheets, skins and conditional tags.

Armada, Bromsgrove, Midlands.

www.armadaonline.co.uk/adobettraining

18–20 Advanced technical authoring techniques

This is an intensive course for career technical authors who want to improve their skill set and the quality and effectiveness of the documentation they produce.

Armada, Bromsgrove, Midlands.

www.armadaonline.co.uk/techauthortraining

October

6 **Getting Research Published: How to Develop a Publication Strategy in Biomedicine**

This new 10-week online course runs from 6 October until 12 December 2008. It covers the ethics, conventions and often unwritten rules of publishing in peer-reviewed journals and at conferences.

University of Oxford, UK.

cpd.conted.ox.ac.uk/personaldev/courses/getting_research_published.asp

November

5 **Engaging with the Environment: Finding Quality eInformation Resources**

This course will help you find authoritative sources of environmental information. It will cover government departments and committees, influential groups and bodies, news sources, and research.

UK eInformation Group, London
www.ukeig.org.uk/training/2008/November/EnvironmentalInformation.html

December

3–5 **Effective Writing for Biomedical Professionals**

This intensive course will help you write more clearly and meaningfully for a wide range of audiences. The course is suitable for professionals working in the pharmaceutical and biotech industries, in healthcare or in scientific research and development.

University of Oxford, UK.

tinyurl.com/4jsvqc

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Events news

The story behind this conference logo

The logo for the 2009 Institute of Professional Editors (IPEd) National Editors Conference has been revealed. This follows a two-year development process which started in the months after the 2005 national conference in Victoria, Australia.

There were about 15 editors from South Australia at the conference, who enjoyed the 2005 conference so much that they leapt on stage and agreed to take their turn and host the 2009 conference. Once back in South Australia, the editors convened a conference committee and then said something along the lines of: 'Oh my, what have we got ourselves into?' though perhaps it was said a bit more strongly. They decided to start by finding a logo.

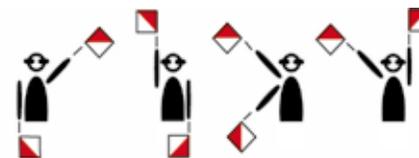
Greg Helbers of Loco Creative design studio took the conference theme, 'Getting the message across', and proposed semaphore, or flag signalling system, as a way of showing one, once efficient but no longer quite so, means of getting the message across. The whimsy of the tiny folk working

so hard to convey their message appealed to The Society of Editors.

The initial design idea was provided to designer Stephanie Luke to complete. Through various iterations of colour, alignment, abbreviation, typeface, bolding and capitalisation Stephanie kept track of the torrent of feedback from the committee and came up with an elegant (and clever) design that fits in beautifully with the conference theme. Think about it, if a committee can find it difficult to reach a consensus, then a committee of editors must find it doubly hard.

But now, two years later, the society is pleased and relieved to finally present the logo. *Voila!*

The logo may represent an old-fashioned technology but we believe the conference



getting the message across 4th IPEd National Editors Conference 8–10 October 2009 Adelaide

itself will showcase a myriad of ways in which editors and allied professionals have improved on the limitations of semaphore and even other more recent means of conveying and clarifying the message.

Here's a link to help you discover what the little figures are spelling out:

inter.scoutnet.org/semaphore

Also keep your eye out for Peter Judge's interesting and informative article on semaphore in the Canberra Society of Editors May newsletter.

www.editorscanberra.org/news.htm

The Society of Editors has some plans to extend its semaphore theme during the conference and will provide a cheat sheet for those who weren't brownies or girl guides or scouts. The society will keep this as a surprise for the event.

Events listings

July

- 3 Could Personal Navigation Systems Herald the Demise of Much Fixed Signage?**
The July Sign Design Society's talk by Colin Beatty explores how low-cost, hand-held and vehicle-mounted satellite navigation systems have revolutionised the way we now locate and navigate ourselves. It also raises the question of whether fixed 'navigational' signage is still relevant. London. UK.
www.signdesignsociety.co.uk/content.php?folder_id=21

- 17-18 Web 2.0 and Enterprise Foundations: Building Competitive Advantage in the 21st Century**
This two-day master class provides business leaders with the insight they need to understand the impact Web 2.0 and Enterprise 2.0 will have on their organisations.
www.tcanz.org.nz/events/Web2.htm

- 21-22 The Associations, Societies & Institutes' Conference 08**
This is the leading annual conference for employees and volunteers of organisations concerned with the value of services, engaging with members, and growing their organisations. London, UK.
www.associationresource.org/index.asp?page=conference§ion=home

- 21-23 KM Australia 2008**
Brought to you by Ark Group, this event helps corporations address a range of crucial issues in the evolving disciplines of knowledge, content and information management. Melbourne, Australia.
www.kmaustralia.com

August

- 1-7 XVIII FIT World Congress**
Brought to you by the International Federation of Translators, this event highlights the translation industry

and explores global business opportunities. Shanghai, China.
www.fit2008.org/E_fit2008/index.htm

September

- 8-9 SfEP AGM and 19th Annual Conference**
This event marks the 20th anniversary of The Society for Proofreaders and Editors and explores the topic, 'Twenty-twenty vision - Looking forward, looking back.' The conference programme will be a mix of workshops, seminars, plenary sessions and panel discussions – and, of course, networking and socialising. Oxford, UK.
www.sfep.org.uk/pub/confs/conf08/conf2008_advance.asp

This section introduces new events and reminders of the most relevant events in the coming months. ISTC events are highlighted.

You can view previous events listings on the ISTC website's Newsletter archive at www.istc.org.uk/Publications/Newsletter/newsletter.htm.

To include an event in the listings, please email events@istc.org.uk.

16–19 Tenth EASE General Assembly and Conference

The topic of this conference organised by the European Association of Science Editors is integrity in science communication. Pisa, Italy.

www.ease.org.uk/meetings/index.shtml

18–19 User Assistance Conference — Europe 2008

This annual event provides user assistance professionals with the latest Help technology news, design trends, and skills updates. Edinburgh, Scotland.

www.uaconference.eu/

23–25 ISTC Conference 2008 – Technical Communication: Past, Present and Future
ISTC Conference 2008 will be the largest UK event for technical communicators this year. The format has changed significantly to reflect delegate feedback from last year and the changing needs of our members and affiliates. Eastwood Hall, Nottingham.
www.istc.org.uk/Events/istc-conference.htm.

29–30 World Social Marketing Conference

The first international event where delegates, exhibitors and speakers from around the world will meet to discuss the application of social marketing.

Brighton, UK.

tcp-events.co.uk/wsmc/

October

13–15 Localization World Twelfth Conference

‘Innovating Localization Business Models’ is the theme for both the European and the North American Localization World conferences this year.

Madison, Wisconsin.

www.localizationworld.com/lwmadison2008/cfp.php

29–1 DocTrain East 2008

The theme of the 10th Annual Documentation and Training East Conference is producing quality content. This event focuses on both software documentation project best practices as well as translation and localisation issues.

Burlington, Massachusetts, USA.

www.doctrain.com/east/

Back page

Fascinating five word speeches

From comedian Stephen Colbert to will.i.am to David Byrne, winners at the 12th Annual Webby Awards proved once again that less is more with a speedy procession of the awards' trademark five-word speeches. Unlike most awards ceremonies, The Webby Awards limit speeches to just five words. Here are some of them:

'Me me me me me.' — Colbert.

Colbert was honored for the innovative way he has used the Internet to interact with fans of The Colbert Report — from Google-bombing to make him the top search result for 'greatest living American' to challenging the 'truthiness' of Wikipedia to the 'One Million Strong for Stephen T. Colbert' Facebook group.



Photo: Stephen Colbert accepting the Webby Person of the Year Award at the 12th Annual Webby Awards

Other speech highlights included:

'Hey Mister DJ, play another song.' — David Byrne (Webby Lifetime Achievement Award)

'Now we know we can.' — will.i.am (Webby Artist of the Year)

'President Obama ... Sounds good, right?' — Heavy Broderville Pictures, The Burly Sports Show (Sports)

'The revolution will be webcast.' — Arianna Huffington, HuffingtonPost.com (Best Blog - Political)

'No, Obama's not a Muslim.' — Factcheck.org (Politics)

'Elliot Spitzer, we thank you.' — New York Times (Newspaper)

'Angelina Jolie can't do everything.' — Invisible Children - Displace Me (Activism)

'We haz too webbyz? Kthxbai!!1!' — I Can Has Cheezburger? (Humor)

'Had we lost, we'd sue.' — ABA Journal (Law)

'Sponge Bob is our sugar daddy.' — Nick.com (Youth)

You can find the complete list of all speeches at: www.webbyawards.com/press/speeches.php.

More than 700 winners, industry leaders, and celebrities attended the gala event, which was hosted by comedian Seth Meyers from Saturday Night Live. Hailed as the 'Internet's highest honor' by the *New York Times*, The Webby Awards is presented by the International Academy of Digital Arts and Sciences, a 550-person judging academy whose members include Vinton Cerf, Arianna Huffington, Matt Groening, and Harvey Weinstein.



Photo: David Byrne accepts the Webby Lifetime Achievement Award at the 12th Annual Webby Awards

Other people hate jargon too

If you are on a mission to stamp out jargon, the article *50 office-speak phrases you love to hate* from the BBC will have you laughing yourself silly: news.bbc.co.uk/1/hi/magazine/7457287.stm.

If you have any material suitable for the back page, please submit it to: newsletter.editor@istc.org.uk.